

Popular Culture Phenomena in Suzanne Collins's Novel "The Hunger Games"

Syahruni Junaid & Muhammad Ikhsan

UIN Alauddin Makassar

syahruni.junaid@gmail.com / iksanmahar@live.com

Abstract

The aim of this study is to analyze and to describe the popular culture phenomena in the novel. The writer used sociology of literature approach to express and explain popular culture phenomena in the novel, then finding the relation between the context of the novel and the social condition in current society. The instrument which is used by the writer was note taking. Along this instrument, the writer read the novel, then taking note cards to write the popular culture expression on the novel, after that the expression is written down the writer classified the phenomena of popular culture from the novel.

In this study, the writer found four popular culture phenomena in the novel. They are reality show, science fiction aspects, human competition, and heroine. Reality show has indicators, such as on screen appearance, the power of people's support, planned dramas, and great prize availability. Next, two aspects of science fiction are world destruction and extraordinary creatures. Human competition has characteristics, e.g. survival, strategy, alliance, and losing. Then, the indicators of heroine are heroism, courage, displaying strength, and claiming the right to authority.

This study implicates to realize people how popular culture has contaminated life and implicitly formed the perspective in looking at the surroundings. Expectantly, this thesis can stimulate the students of English Literature to learn more about the influence of popular culture to the contemporary literary works.

Keywords: popular culture, phenomena, sociology.

A. Introduction

Human beings have instincts and emotions but above all the potential to think, to control their feelings (Plato, 2007: 45). Thinking makes them able to differentiate the goods and the bads. Therefore, it also demands them to enrich their intelligence, thus they can result works that compose better life. One of human's works that shows his/her intelligence to think and to use language is literature.

Literature is not only the result of people's thought, but also their expression with social community in their surroundings. According to Grebstein as quoted by Damono (1984: 7), states that literary works cannot be understood if it is divided from the environment, culture or civilization which have produced it. This view proves that society has an important role to build a literary works. Literary works cannot be separated with the humanity because human's society is the background of its creation. Wellek and Warren (1995: 111) explain there is tight relation between literature and society. Literature is the people's expression in the society. Literature mirrors and expresses the author's life too.

This point demonstrates the population is the object of popular culture. One of popular culture products is novel.

Novel is written and produced to gain commercially success. Storey (2009: 6) defines, "Popular culture is often supported by claims that popular culture is mass-produced commercial culture." Consequently, as an entertainment tool, the indicators of a success novel are how many people have read and how far its messages can posse the culture where that novel is consumed. "The Hunger Games" is number 1 novel in the list of *New York Times* Best Seller, *USA Today* Best Seller, and *Wall Street Journal* Best Seller. It has been sold more than 23 million copies in the United States alone, and has been translated into 51 languages in 56 territories (Everett and Straaten, 2013). The novel tells about the human battle to find the only one survivor as the victor. The game also combines with the recent popular concept of television reality show.

Based on the previous introduction the writers focus on the research question as follows: "how are the popular culture phenomena in Suzanne Collins's novel "The Hunger Games" and how are the phenomena of popular culture expressed in the novel?"

In correlation with the formulation of the problem, the purposes of this study are to analyze the popular culture phenomena in the novel and to describe the phenomena of

popular culture in the novel.

This research is expected to stimulate both awareness and knowledge for people about the popular culture and its phenomena. It is also expected that the readers can understand how popular culture has obsessed their social life and the result of the research can provide them the comprehension to popular culture phenomena which construct “The Hunger Games”.

B. Theoretical Framework

1. Popular Culture

Storey (2004: 9) states that popular culture is a culture of people from people, so it is undoubted also called as folk culture. This is supported by the reality that every culture products which is produced always give massive attention for what people want and like, for example the production of CD / DVD, books, and films. Popular culture refers to the beliefs, practices and objects which are prepared to be broadly distributed among population. This includes folk beliefs, practices, and objects rooted in local tradition, mass beliefs, practices, and objects generated in political and commercial centers (Mukerji, 1991: 3).

Browne (1996: 22 & 25) defines that popular culture is the everyday culture of a

group, large or small, of people. It is the way of life in which and by which most people in any society live. It is the everyday world around us. It is what we do while we are awake and how we do it. Popular culture studies are scholarly examinations of those everyday cultures.

Unlike the explanations above, Hartley mentions popular culture as the way of the powerful ones to show their hegemony to population. He states that popular culture is a prominent sphere in which inequalities of class, gender, race, and sexuality are made meaningful or brought to consciousness. It is also an arena for power struggles between dominant and subordinate social group, a terrain on which hegemony, or consent, is fought for and resisted (Hartley, 2002: 189).

Fiske and Hartley (2003: 2) also states that popular culture is made by subordinated peoples in their own interests out of resources, contradictorily, serve the economic interests of the dominant. Based on the explanation above, the writer concludes that popular culture is culture of the people which is organized by the powerful ones to show their dominancy. Because of its influence in the daily life, people do not realize that there are others who control their life and assemble their

culture.

2. Characteristics of Popular Culture

There are the characteristic to make certain culture becomes popular phenomena as follows:

- a. Commercial culture. It means the product is mass-produced culture for mass consumption.
- b. Originating from the people. People's interest influences the product that will be produced because the indicator of popular is seen from people consumption to certain product.
- c. Producing hegemony. The culture is made by the dominant groups in society to control not only political dimension but also economy dimension.
- d. Causing of industrialization and widespread in the urban areas. Industry results many products for urban society, then this society make the products constantly changing for certain time (Storey, 2009: 3-5).

By its characteristic as mentioned above, popular culture can emerge phenomena in the society. According to Fiske (1989: 2-3), popular culture phenomena appears in relationship to the

structures of dominance. Next, the phenomena of surfers indicate evading social discipline and ideological control and positioning.

3. Americanization

According to Storey (2009: 8) the claim that popular culture is American culture has a long history within the theoretical mapping of popular culture. It operates under the term 'Americanization'. It started in 1950s as the crucial part of American popular culture. At that time, American culture is used for many young British to escape and to against the grey certainties of British daily life.

Subsequently, Maltby (1989: 11) states that if popular culture in its modern way was invented in any one place, it was in the great cities of the United States, and above all in New York. The structure of the world recently is to a significant extent characterized by American assumptions and aspirations. It can be happened because as a great nation, United States of America has always been a melting pot of different people from the entire continents of the world. This attempt to make the assimilation globally should have been anticipated (Owolabi, 2001: 9).

As the spreading of Americanization, the existence of American culture and

language in international system making American's to be the world culture. Common people, youths, communities, and scientists look to America for the blueprint to design progress and to maintain order and freedom (Feuer, 1991: 22).

Next, Gabriel (1974: 25) explains that the goal of spreading American culture to the world is to persuade people seeing the United States as a cultural system, not to see America entirely, but to abstract from the complexities a pattern to formulate guiding meanings (ideas, values and symbols) that tend toward a coherent and autonomous system.

Based on the statement above, the writer defines Americanization is the way to influence all people in the world with American cultural products, until they can be looked as an American although in the different identity.

4. Popular Literature

In the development of the literature as a popular culture product, there are literary works that called popular literature. According to Adi (2011: 24-25) popular literature is a text which is accepted by the society. The society can be a measurement how many this popular literature is consumed by observing its amount of sale. Then, novel that becomes a popular

literature is the actualization of the idea which is consisted in popular culture. Its appearance is to fulfill the needs of modern society that always requires both knowledge and entertainment.

Meanwhile, Radway (1994: 89) defines that popular literature is escape literature which is the media for people to break away from their reality while reading and enjoying its text. It is a literary work which becomes popular because it contains entertainment element that interests many people and easily understanding, then the idea of its production is only to obtain money.

Different with the statements above, Rand (1971: 110) explains that popular literature is fiction that does not deal with abstract problems; it takes moral principles as the given, accepting certain generalized, common-sense ideas and values as its base. She continues stating that common-sense values and conventional values are not the same thing; the first can be justified rationally, the second cannot. Even though the second may include some of the first, they are justified, not on the ground of reason, but on the ground of social conformity.

The nature of popular literature was grounded in the emerging of mass printing techniques transformation, the spread of

vernacular literature and literacy among urban people, and the a new urban class whom reading the literary works and considering it as the entertainment media (Link, 1981: 15). According to the explanations above, the writer summarizes that popular literature is fiction texts which are very acceptable for the people in the urban areas to fulfill their entertainment consumption.

5. Sociological Literary Approach

Abrams and Harpman (2009: 334) explains that sociology of literature is practiced in the way of interest on the author with his / her social environment which influences the book, the ways of thinking and feeling characteristics of its era, the economic conditions where the books distributed and released, and the audiences' social class as the object of the literary products and the reason of the book is made available.

Furthermore, they state that sociology of literature critics also tend to view the interpretation and assessment of a literary work by a reading public as shaped by the circumstances specific to that public's time and place. Hence, in analyzing the literary works by sociological literary approach, the data from the text are analyzed according to the influence of the literary

works and the social environment in order to show something which is happening in the society, especially on the author's perspective (*ibid*).

Similar to Abrams, Damono explains that sociological literary approach considers the society values to analyze text in order to find its structure, and then it is used to understand more about the society phenomena which is seen outside the literary work. Therefore, literature is a directly mirror in every side of social structure in certain time (Damono, 2002: 3).

Eneste (1984: 67) states that problem which appears on the literary works is also the problem of the society. The problem that comes on the social and is passed by the society becomes important thing for the authors to build their creativity in producing literary works.

Based on the explanation above, it can be concluded that sociological literary approach is an approach to analyze the influence of society with literary works. Social aspects in the society become the main inspiration for the author to build his / her narration.

C. METHODOLOGY OF THE RESEARCH

1. Research Method

The method that was used in this

research is descriptive qualitative method. Descriptive qualitative method is procedure which is applied to describe data that can be examined from the forms of novel characters' written or spoken words (Glass & Hopkins, 1984: 160). This method is deliberated to express everything that related to the popular culture phenomena in The Hunger Games novel.

2. Source of Data

The data resource of this research was the whole text in The Hunger Games novel. There are twenty-seven chapters that consist of 374 pages. In analyzing the data, the writer took some sentences which express the popular culture phenomena in the novel.

3. Instrument of Research

In this research, the writer used note taking as the instrument. Note taking is a method in assembling data required by using note cards to write down the data findings from source of data. In order to find the data easily, on the note cards are also completed by number and page where the data found (Ray, 2005: 13).

4. Procedures of Data Collection

These are the procedures which were done in collecting data:

- a. The writer read The Hunger Games novel by Suzanne Collins.
- b. The writer took note cards to

write down the data, which expressed the phenomena of popular culture from the novel, next the writer noted the data number and page where data was found.

- c. After the all data had been written down on the note cards, the writer arranged the note cards based on number of the cards, then separated into some categories based on the phenomena which was found on the novel.
- d. Next, the writer classified the phenomena of popular culture in The Hunger Games.

5. Technique of Data Analysis

The data was analyzed by using Abrams & Harpman's sociology of literature approach. This approach was used to express and explain the phenomena of popular culture in the Suzanne Collins's The Hunger Games.

D. Discussions

In this part, the writer explains and expresses the popular culture phenomena in "The Hunger Games" by Suzanne Collins from the findings that have been mentioned in the previous chapter.

1. Reality Show

a. On screen Appearance

It can be seen the importance of

contestants' (tributes) appearance on **Datum**

1. Because of its importance the authority (Gamemakers) made a special part in the show to introduce the tributes to their viewers, as their potential sponsors. Datum above describes how important the contestants' looking during the show to pull the audience's attention. Because of its importance, the authority (Gamemakers) made a special part in the show to introduce the tributes to their viewers as their potentiality to be sponsors. In recent culture, public figure's looking is so much important to build people's attraction. People as the audience play their eyes to appraise someone

else, and it also shows how first impression is very essential to measure the contestant's uniqueness. Next, **Datum 2** demonstrates the characteristics of each tribute that give their special identity through their dress. By wearing custom dress which shows their origin, they will be easily familiar for their potential sponsor. Many aspects of life now show how better-looking someone impact dramatically the support for his/her. In the political campaign or the television show, the first focus of the contestants is their appearance that they bring to their devotee because if the audience have loved the appearance is not

hard anymore to win their attention and support during the show. That's why the wardrobe plays a vital part to show off someone's both characteristic and identity among others. Besides the appearance, another important thing to attract the audience in the show is the ability. In **Datum 3**, Katniss wants to show off their ability of hunting to the audience who watch her from the screen. She wants the sponsors can see her excess in hunting and how tough she is to compete as the winner (victor). After gaining the audience's first impression from the appearance, the contestant confirms his/her ability as his/her power to win the contest. The recent phenomena in the society demonstrate collaboration of the contestant's appearance and ability is trademark to be loved which will give advantage not only for the contestant but also the show. In every show, even though the audiences give their huge attention to the contestants' appearance and ability, they do not even care with the contestants' real emotion during the show. In **Datum 4**, Katniss tries to hide her real emotion because

she knows every little thing that she will exhibit on the game will be too crucial in her effort to clutch sponsors' virtue. This datum illustrates how the emotion is

not essential to be known by the audiences. In the social life, people who can hide their real emotion with joy and smile is much more adorable others than people who always display their feeling and complaining.

b. The power of people's support

Game makers have set the game as attractive will be by using camera in every single spots on the arena to take every moment. A tribute should take advantage on it to get more sponsors. Based on **Datum 5**, the Gamemakers use training to score, and then to make classification of the tributes, thus the viewers and sponsors are able to decide their favorite tribute. In this datum shows bet becoming another vital part in any recent show. If in the novel, the audiences' betting makes them as the contestant's sponsor to fulfill the tribute needs in the arena, whereas in the society they use technology, e.g. short message service (SMS) and media social voting, to support their beloved contestant. This support in every media can be a 'battery' for the contestant to survive in the show.

As her awareness to be a limelight of the show, Katniss in **Datum 6** realizes being a star-crossed lover can benefit both the Gamemakers and Katniss-Peeta. For them, the lover status has advantaged them along

the opportunity to be victor together and there will be more sponsors who want to help them turning out to be the first a victor-couple. Undoubtedly, romance in the show will build attraction for people to the show. And, for a contestant who falls in romance with another one, it will make the audience pay attention to them and land their support because they will be curious with the romance during the show. This point is happened since romance be the important part in social life.

In **Datum 7** appears people in District 12, district where Katniss belongs, dedicate themselves to support their tribute. As the phenomena in the society, people choose to gather and watch their hero in big screen together, like a sport fans. What District 12 people do for Katniss is absolutely normal. People will gather in front of screen to watch the favorite one's action every one shamelessly yell and cheer for their favorite. Moreover, supporting the favorite one timelessly and tirelessly in sport game or television show has become the new lifestyle for people in society. Romance is always being the best flavor which potentially expanding people's excitement, in addition in the show that is watched many viewers. It is appeared in **Datum 8**. This datum demonstrates how the couple gets

people's sympathies which can benefit for them. In every reality television show, romance plays as a main flavor of the show. Unsurprisingly, the contestants who become star-cross lover on the show will gain great attention from the viewers, and it obviously elevates the contestants' popularity. Once again, society love to watch a ballad romance show, and then the romance always utters their curiosity. Winning the viewers' attention not enough just do the best in the show, there is also another one who play a role. From **Datum 9** shows that what Katniss and Peeta do during in the arena always in Haymitch's guidance as their mentor. Katniss realizes that Haymitch will also be on spotlight because he succeeds mentoring two tributes who phenomenally accomplish wonderful thing in the game's history. The societies who watch every reality show on their television accept the mentor's influence for the contestant. The more improvement which is presented by the contestants will add more backing for them, and they get longer life in the show. The appearance of the mentor in the reality show is really important not only for the contestant's action during the game but also for their support from the audience. The audience believes a better mentor will open wider the

contestants' opportunity to win the game. Thus, the best combination of mentor and contestants will win people's attention and support.

c. Planned dramas

In The Hunger Games, Gamemakers have power to construct the formula of this crucial phase. From **Datum 10** shows how the Gamemakers set the fire in the arena to make the tributes closer, thus they can find each other and engage in a duel which will drive viewers' interest. The viewers watch the reality television because it supplies many dramas to be enjoyed. Although each drama has been prepared before

but it is wrapped up so smooth, so the audience feel it is just happened during the show. In the reality show, drama is the thing which is sold to the society as the lover. While the games is turning into more tighter after one by one tribute is eliminated, there will be a special agenda of the show for interviewing the remain tributes' family and friends. It shows in **Datum 11**. The purpose of this interview is to dig deeper the contestants' personality based on his/her relatives' perspective, then it is certainty an effective way to know their background as the part of society. The appearance of the relatives consequently emerges additional drama in the show which

can increase the traction of show in front of the audiences. This interview is held because of the recent phenomenon which is people always want to know about their favorite figure, such as their family background, favorites, and daily activities. As a result, it can pay the people's interest of their favorite figure, and the figure itself will realize how they do not have any privacy in the public because their life has been public's consumption.

The game's rule can be simply changed by the authority holders. In order to please the viewers and sponsors, they are able to modify the rule during the game. In **Datum 12**, Gamemakers, for the first time ever, change the rule by allowing the last two remaining tributes from same district to be a victor. This changing is made to facilitate the viewers' attention for the District 12's star-crossed lover, Katniss and Peeta. This datum demonstrates how the drama is always raised to fulfill audiences' passion to the show. Life is dynamic and full of drama. These aspects also create people's affection to the show that they watch. And every rule-change which is constructed during the show only to attract many people in the society with drama by drama which will always appear.

d. Great prizes availability

In **Datum 13** illustrates how Gamemakers create the Launch Room, a historical arena of the game, to be a dream destination for Panem's people. It is one of attractions in the reality show. Every reality television show around the world always makes available a great prize for the winner. One of honor is the right to use a place that is considered as a sacred one in the society, such as a huge stage. In **Datum 14**, Katniss gives the idea about becoming a victor. Overall as a victor, she and her family will leave behind her life difficulties while living in District 12, and transforming those with the prosperity in the Capitol. No wonder in the world there are many kind of reality show and people do not care what the concept of the show, the only thing they care is to be a famous person, to be well-known by others, and to change their lifestyle. So, many people believe that reality show can be their milestone to be a well-known and important one in the public. That's why everyone wants to be a contestant and appears in front of millions of viewers. At the end of the show there is always a celebration for the winner. **Datum 15** is the greatest closing way to end up the show. In every society, the crown is the highest symbol to be the best one. Everyone want to be gifted a crown and announced as the

number one, thus reality show always collects public's magnetism.

2. Science Fiction Aspects

a. World Destruction

One of science fiction (science fiction) aspects that are mentioned by the author in this novel is world destruction. This aspect is a very popular formula in building the narration in the popular fiction works, such as *The Day After Tomorrow* movie and *The Host* novel. The writer finds that the setting of the story is located in the future of North America which have been smashed by the disasters and wars, then those shaped a new nation, called Panem which has 12 districts beneath its authority. From **Datum 16**, there is a description of the main character's origin land. It is called District 12 or Seam. It is used to be a land which is rich and well-known with coal as the natural resource and formed the people's main job as the coal miners. Even though their land produced one of great minerals on earth, they still live in poverty. Every social class in the society really take enormous attention to the future world. The novel's description about the future nation, Panem, becomes the fear of many people with the world's continuity. Thus, most of Earth's human encourage their knowledge and care to protect their place from the destruction.

The forming of Panem can be found in **Datum 17**. The region broke down in the future by the disasters, the droughts, the storms, the fires, the encroaching seas which have modified the land significantly. Then, the brutal war has a role in squaring the nation and remaining the substance on the land. What was happened in the origin of Panem is the possibility of the destruction which will be experienced by the Earth. Disasters and wars are the main cause of Earth's sorrow. Society recently always learns how to solve the disasters. And, all of nations in the world will display their action if there is a chaos in part of the world to prevent certain nation's ending, for example Middle-East spring that raises the disorder in some Arabian countries, e.g. Egypt, Syria, and Libya, and the African countries, e.g. Somalia and Ethiopia, that suffers drought in many years have caused of poverty for people. The most suffering that is felt by District 12 is starvation. **Datum 18**, it can be found that people in District 12 suffer illness and should struggle also to face their hunger. Starvation does not kill people officially and immediately, but it puts people on curse of the illness and other physical suffers. This datum shows one of the biggest problems in the modern world, which is starvation. The modern society expresses the imbalance

development in some areas, so it brings problems on those areas. Starvation is the biggest topic. It does not only occur the sufferings but also threaten many people's live. Thus, many social activities are held both to decrease and erase the problem in the world's society. Poorness which is experienced by the most of district has been used by the Capitol to settle some unfair and tormented decision, for example the come-and-go electricity. In **Datum 19** illustrates the way of Capitol to spread their propaganda upon people's sorrows. It has become the tool for the Capitol to show their influence for the entire Panem. This datum shows how poverty have been one of the greatest problem in the current world. Poverty can build other bad things, such as starvation, criminality, and chaos. This novel gives example that poorness damages the society live and their next generation. So, it should be avoided by every single nation entire world.

b. Extraordinary Creatures

In the science fiction, the appearance of the alien or extraordinary creature is another very popular formula among the audiences or readers. The audiences or readers are really curious with this kind of creature that they never see before and it is the potency to make it popular. These

creatures are appeared by the author in her story to increase the interest of the narration. If many works used the creatures as the main character, in this story they are only the minor ones, but can effortlessly gain people attention to consider them as the impartially part of the story. The creatures are normally made by having more supernatural power than any natural ones. The Hunger Games also presents some Gamemakers-made creatures in order to elevate the climax of the show.. They are *mockingjay* (the mate result of *jabberjay* and *mockingbird*), *tracker jacker*, and *mutt*.

1) Mockingjay

Jabberjay is one of the Panem-endemic creatures. From **Datum 20**, *jabberjay* is a special bird that has ability to memorize and repeat whole human conversations. It seems like a parrot. People always show their interest with the animal which has extraordinary ability, as a result many current literary works use the animal's magic to attract many devotees. No wonder, the people's anxiety of the animal's personalities makes them one of main part in the modern narration. Instead of jabberjays, the Capitol creates a mockingjay as the mated result between jabberjays and female mockingbirds. In **Datum 21** explains the excess of mockingjays as the

combination of their predecessors. They could mimic a range of human's vocal sounds, from a children's high-pitched warble to men's deep tones. Another their great ability is re-creating songs. They can re-create the whole songs with multiple verses from people's voice which they are hearing. More remarkable the creature's capability sits aside with the people's affection to them. So in this era, many literary works develops their story line through the author-made creature which have unbelievable power. From **Datum 22**, it can be looked the formula of the science fiction story is making the extraordinary creatures in part of character's life. For the main character, Katniss, she has a special memory about mockingjays which always reminds her late father. Then for Rue, mockingjays is her special friend which always carry her any messages. This formula has a mission to show the obvious of these creatures, so the audiences can experience them too, although it is impossible to find it in reality. The friendship of human and animal in the novel becomes the representation of an advantage relationship between human and animal in the society. People suppose that animals are a part of life because they have ability to send a signal for any condition. Hence,

many people live together with their beloved animal considering that animal not only as a pet but also a close friend.

2) Tracker Jacker

The Capitol formulates a mutation, called tracker jackers. This mutation is created not only for the game importance but also placing them in strategically spot, like land mines and around the districts during the war. Alongside **Datum 24** and **Datum 25**, it can be found another creature's characteristic and power. The tracker jackers are killer wasps were produced in the lab. People who are attacked by them will hallucinate to madness. The name "tracker" comes from their uncontrolled rage if anyone disturbs their nest, and Katniss has also experienced it. This creature is made to be an item of the story. Its characteristic and power are flavor to sweeten and tighten the narration, which is realized very popular among the lover in the worldwide society. Some of animals like two sides of coin; they have both advantage side and disadvantage one. In the society, people use the advantages to their life by learning the animals' harmful side. So, unsurprisingly people can live and take benefit from an dangerous animal.

3) Mutt

Another 'alien' in the game is mutt.

This only emerges on the game as the ultimate weapon of the Gamemakers to attack and to kill the rest of tributes, afterward leave the only survivor as the victor. In **Datum 26** looks like the explanation above, how the extraordinary creature is placed as their formula to elevate the narration's high point, and make it as an important item. It is proceeded to accomplish the audience's appeal because people who enjoy literary works like to see additional challenge in the plot.

3. Human Competition

Based on Robbins (2010) in his article "Human Nature: What Kind of Creature We Are", human nature is naturally competitive and destructive. People have "selfish genes" which will become their predetermine bringing to the egoistic people and that people will fight each other to gain their goal. The natural world is an unstoppable battle for survival, and it makes there is believe that people can barely live in peace with other and their environment for any certain duration of time. Since Ancient Greek era and Roman Emperor, the competition has been exploited by making some products which competes people to be the best in their environment.

a. Survival

Datum 27 illustrates how survival is main part in any competition. The Capitol makes the game both to show their enormous power for people across Panem, and to decrease the potency of rebellion on the districts. In the competition, the society always has curious to watch the contestants' way to survive themselves in the arena. It makes the competition in years never put out from people's attention. In every competition, every dangerous thing will be solved by the contestants' own ability. From **Datum 28**, to be death or to be lose is the climax of the competition. People always pay attention to see how competition going on because it shows the human natural instinct in the way to maintain their survival.

b. Strategy

The competition composes people to know both their power and rivals' because it will be very important to the contestants measuring their opportunity winning the game. In **Datum 29**, Katniss believes the other tributes from wealthier districts have opportunity and prospect to win the game. This datum shows how to be a winner is the peak mission in any competition. In the novel is shown many strategies

that are done by the contestants to be the last one. Every competition serves the strategy not only to survive but also to win the game. The duel of every strategy is the best topic that can be enjoyed in the competition by the society since the strategy can make a duel more complex and drive people to pay attention. The strategy can build people's consideration to guess the winner of the duel. Based on **Datum 30** shows the willing to winning the game also emerge the tributes against the rule. This datum also demonstrates which is happening in the current society. People will do anything, goods or bads, to get their willing and to beat anybody else. It reflects the human's ambition who always wants to win. They use any strategy to show their power and influence to get an achievement, and do not care which is cheat or not. The purpose of the strategy is only to be the best one.

c. Alliance

While the rivalry being mad, the competition naturally appears alliance. In **Datum 31**, the competition not only present a rivalry but also build an alliance. In the competition, people not only want to watch how people beat each others, but they also want to see the possibility to make a relationship as a protection. The alliance is a vital part in the competition because as a

social creature, human cannot live and struggle by themselves every time, they need someone to strengthen them. This novel demonstrates this reality well.

One of the factors to build an alliance is the similarity fate, and it is shown in **Datum 32**. In the society, people will be comfortable to gather if they feel having similar destiny and chance with others. The similarity fate brings people to know and understand each other, and it can erect a good alliance in the society. Then, alliance not only to strengthen someone but also can build the harmonization each others to raise belief and sympathy among humanity.

d. Losing

The competition presents the winner and the loser, the lacking of them will drive an uninterested part, as in the **Datum 33**. People who get pleasure from the competition always wish for seeing the result of the fight, both winning or losing. If it is absent in a competition, it can be imagined how that competition loses its affection to the audience. Winning and losing are the things which are looked forward by people. The losing make people sad who suffer from a loss, after that people will aware how life should move on, and this part will be an essential part for human to change their sorrow to be a power to be

more meaningful person. From **Datum 34** shows how losing emerges another power to the remaining contestant. Rue has become more than an alliance for Katniss because Rue's appearance reminds of her sister. Rue's death has ensured Katniss to do her best in order to gain justice for any death inside the game. After getting lost, someone will come up and try his/her best to revenge the losing. For the society, this is an interesting part of the competition ever. People also want to know how the contestant repairs himself/herself to struggle back in the competition.

4. Heroine

a. Heroism

From **Datum 35** can be seen the heroism side of Katniss. She is willing as a volunteer in the game to exchange her little and impotence sister. It is a natural heroine characteristic who always has willing to sacrifice for beloved people. Volunteering is the best way for her to take care of her family. Even though there is still discrimination, most of the societies have their own heroine which has helped her society. People have considered the importance of heroine, it can be found in many current literary works that place a girl/a woman as an inspiring character for

her environment. Like many heroes in many tales, Katniss's departure to the arena is regarded by her district's people heartwarmingly, it is seen in **Datum 36**. Katniss does not believe people in District 12 do an unexpected farewell for her. It is a precious tradition in Seam which means thanks, admiration, and good bye for lovely person. Welcoming the society's hero is very normal from the society as a way to send their grateful to people who has increased the reputation of their society. People will do their best in social life to send their support and grateful, and this way mentions on the novel in the manner as the reflection of the current reality.

b. Courage

A heroine always has courage to hold a big responsibility everywhere, unexceptional in her family, like shown in **Datum 37**. The death of her Father forces Katniss being mature and tougher. Both in the myth and reality, heroines are her family's backbone. They will try to fill her family's needs. In the society, a heroine is an inspiring one because her great role in the family. Thus, many literary works makes a girl into their main protagonist. In **Datum 38** shows the courage to against the fate as a woman building up Katniss's struggling to feed her

family. Katniss have learned from her Father, her effort will not be useless because Earth has accommodated anything for human. In fact, many women do what Katniss have done to her family. In the recent society, heroines can be found easily. They do not struggle for themselves, but more of it for their family too. It is customary happened for a family who does not have a man as a family's fighter. This novel is based on that reality.

c. Displaying strength

Based on **Datum 39** can be seen how the weapon is the way of heroine shows her strength. Katniss uses the bow and arrow as her weapon, then her experience hunting in the woods will give her a power during the show. If in the fiction works the weapon is the real weapon, such as bow and arrow, in the reality heroine uses her knowledge to be able compete in the society. The strength is really important because it is an aspect which makes a heroine can be a struggler in the society. Even in **Datum 40** demonstrates the weapon give another perspective for the heroine to struggle. Besides the courage, heroine has "a weapon" to display her strength to compete in the society, especially where she is a minority struggler. Knowing the potency and believing in self are the key part to be a

heroine. In **Datum 41**, Katniss, a heroine in the story, believes that she has another potency which makes her stronger than others. It means she encourage herself to believe in hers to survive during the competition in the arena. This belief is also had for many women who become a heroine in the society. As a minority power, the heroine should believe she can offer another potency which is an inadequacy of her foes. Therefore, the story shows how the other heroines in the reality to struggle and to become the winner in her field.

d. Physicality

Physicality is another vital part to differentiate a heroine in her society. In **Datum 42** shows Katniss physical appearance is wrapped to show her own quality. Actually, the heroine has been unique but to demonstrating her real uniqueness should be shown in the physical appearance. In the society, everyone can value the physicality of women by looking the way their dress up or their height, but someone barely know if the heroines cannot be value only by their appearance because the heroines absolutely have an inner power. It is the thing which not only shows the heroine's special quality but also her own uniqueness identity. In **Datum 43** proves another physicality of

Katniss as a heroine in the novel. Peeta knows Katniss's physicality from his Father, whereas Katniss feels surprise because she never expects there will others talking about herself. She has a potency to hit a target with an arrow. With this point, the novel wants to encourage many heroines in the society that they have physicality to be similar like Katniss, a family's backbone and the heroine of her environment. The heroines only know their own selves to know their potency and power in order to make a better live in the society.

e. Claiming the right

As a minority power in the society, heroines always claim the right for their environment. It is seen in **Datum 44**. Katniss indicates her anger to the Capitol's arbitration which always judges and forces people in the nation to do what the Capitol wants. The fighting of similar right is also done by many women in the society, generally in the nations which still underestimate the women's ability and influence. In the modern society, women always fight for the similarity chance to live. As well as "The Hunger Games" with Katniss as a heroine reflects the women's discomfort and struggling worldwide. Next, from **Datum 45**, Katniss's strong willing to prove that the Capitol

cannot always do whatever they want and send others to the sorrows. Essentially, heroines or women are struggling to the right similarity not only for their gender but for their entire society. Woman has a sensitivity that makes them always care to the surroundings, and it drives them in willing to serve well in order to get a better life for the society. Panem as the setting of the novel is the future display of North America (the United States of America). So, findings what can be found in Panem from the novel are the phenomena in America nowadays, they are reality show, science fiction aspects, human competition, and heroine. Those phenomena both show the reflection of the recent popular culture in the societies, especially Suzanne Collins's, and become important power in the storyline.

E. Conclusions

These are the conclusions from the result of the research, as follows:

1. In Suzanne Collins's "The Hunger Games" novel the writer found some popular culture phenomena which implicitly tried to be delivered by the author in the storyline. There are four popular phenomena that are occurred in the novel, they are:
 - a. Reality show is a phenomenon that

becomes the traction in the novel. The indicators of the reality show are on screen appearance, the power of people's support, planned dramas, and great prize availability.

- b. Science fiction aspects are really popular in the society because people always have curiosity about their future. The writer found two aspects of science fiction, e.g. world destruction and extraordinary creatures. The world destruction is reflected in the setting of novel, *Panem*. Then, *mockingjay*, *tracker jacker*, and *mutt* are the extraordinary creatures.
 - c. Human competition which cannot be separated by the people's nature because human nature is naturally competitive. The characteristics of competition in the novel are survival, strategy, alliance, and losing.
 - d. Heroine is being phenomenon of the popular culture recent years. The indicators of heroine are heroism, courage, displaying strength, and claiming the right to authority.
2. Overall, Suzanne Collins in "The Hunger Games" wants to realize the readers how the popular culture products have contaminated our life and implicitly have formed ourselves and perspective in

looking at the world around us.

BIBLIOGRAPHY

- Abrams, M. H. and Geoffrey Galt Harpman. 2009. *A Glossary of Literary Terms*. Boston: Wadsworth Cengage Learning.
- Adi, Ida Rochani. 2011. *Fiksi Populer: Teori & Metode Kajian*. Yogyakarta: Pustaka Pelajar.
- Aprilia, Dwi Ratna. 2005. *Advertisement and Popular Culture: The Building of Women's Beauty Ideology Identity by the Advertisement*. Journal Communication Science Vol. 1 No. 2. June 2005. pp. 41-68.
- Booker, M. Keith and Anne-Marie Thomas. 2009. *The Science Fiction Handbook*. New Jersey, USA: Wiley-Blackwell.
- Browne, Ray. 1996. *Internationalizing Popular Culture Studies*. Journal of Popular Culture 30. pp. 21-37.
- Collins, Suzanne. 2009. *The Hunger Games*. Singapore: Scholastic International Inc.
- Collins, Suzanne. 2013. *The Biography Channel website*. Retrieved from <http://www.biography.com/people/suzanne-collins-20903551>. Accessed on May 27, 2013.
- Damono, Sapardi Djoko. 1984. *Sosiologi sastra : sebuah pengantar ringkas*. Jakarta: Pusat Pembinaan dan

- Pengembangan Bahasa.
- Damono, Sapardi Djoko. 2002. *Pedoman Penelitian Sosiologi Sastra*. Jakarta: Depdikbud.
- Emilie, Do Thao. 2012. *Emergence of the Korean Popular Culture in the World*. Unpublished. Thesis. Turku University of Applied Sciences.
- Eneste, Pamusuk. 1984. *Proses Kreatif: Mengapa dan Bagaimana Saya Mengarang*. Jakarta: Kepustakaan Populer Gramedia.
- Everett, Sheila Marie and Tracy van Straaten. 2012. Scholastic Media Room. Retrieved from <http://mediaroom.scholastic.com/hungergames>. Accessed on April 14, 2013.
- Feuer, L.S. 1991. *From pluralism to multiculturalism*. In Society Nov/Dec. pp. 19-22.
- Fiske, John and John Hartley. 2003. *Reading Television (Adobe eReader Format)*. London: Routledge.
- Fiske, John. 1989. *Reading the Popular*. London. Unwin Hyman Ltd.
- Gabriel, R. 1974. *American Values: Continuity and Change*. Westport: Greenwood Press
- Glass, Gene V and Kenneth D. Hopkins. 1984. *Statistical Methods in Education and Psychology*. Englewood Cliffs, N.J: Prentice-Hall.
- Goodwill, Jo-Anne Shirley. 2009. *The Action Hero Revisioned: An Analysis of Female "Masculinity" in The New Female Hero In Recent Filmic Texts*. Unpublished. Thesis. University of South Africa.
- Hartley, John. 2002. *Communication, Cultural and Media Studies: The Key Concepts*. United Kingdom: Routledge Publisher. Berkeley, Los Angeles and London: University of California Press.
- Iriye, A. 1993. *The Globalizing of America 1913-1945: History of American Foreign Relations*. Cambridge: Cambridge University Press.
- Link, Perry. 1981. *Mandarin Ducks and Butterflies: Popular Fiction in Early Twentieth-Century Chinese Cities*. Maede, Amanda. 2006. *Reality Television*. Retrieved from darrenarcher.name/ftv/PDF's/Reality%20Television.pdf. Accessed on July, 26 2013.
- Maltby, Richard. 1989. *Dreams for Sale: Popular Culture in the 20th Century*. London: Harrap.
- Mukerji, Chandra and Michael Schudson. 1991. *Rethinking Popular Culture*. United States: University of California Press.
- Osborn, Rebecca L. 2006. *The Influence of American Popular Culture in Global Media*. Unpublished. Thesis. St. Louis, Missouri. Webster University.
- Owolabi, Kolawole A. 2001. *Globalization, Americanization and Western imperialism*. Journal of Social

Development in Africa. pp. 71-92.

Gramedia.

Plato. 2007. *The Republic*. United States: Penguin Classics. Radway, Janice. 1994. *Reading the Romance: Women, Patriarchy, and Popular Literature*. Chapel Hill: University of North Carolina Press.

Rand, Ayn. 1971. *The Romantic Manifesto: A Philosophy of Literature; Revised Edition*. United States of America: Signet.

Ray. 2005. *Note Taking Strategies*. United States: Penn State University.

Robbins, John. 2010. *Human Nature: What Kind of Creature We Are*. Retrieved from http://www.huffingtonpost.com/john-robbins/spiritual-living-human-na_b_627166.html. ccesed on July, 27 2013.

Steinmuller, Karlheinz. 2003. *The Uses And Abuses of Science Fiction*. in: *Interdisciplinary Science Reviews*, vol. 28, no. 3 (Sept. 2003).

Storey, John. 2009. *Cultural Theory and Popular Culture: A Reader (4th Edition)*. United Kingdom: Pearson Publisher.

Storey, John. 2009. *Cultural Theory And Popular Culture: An Introduction (5th Edition)*. United Kingdom: Pearson.

Taormina, Agatha. 2005. *A History of Science Fiction*. United States: Northern Virginia Community College.

Wellek, Rene and Austin Warren. 1995. *Theory of Literature (Indonesian version by Melani Budianta)*. Jakarta: